

Abstract

Title: Teambuilding programs in CR

Goals: The goal of this bachelor's thesis is to discover and present the recent trends and characteristics of the Czech market in the field of teambuilding programs and a following suggestion about how to improve them.

Methods: For writing this thesis was used the PESTLE analysis, then the analysis of potential rivals in form of modified Porter's five forces model and later the SWOT analysis. The chosen sample of the twenty Czech teambuilding agencies was selected on behalf of the rank of the agency's internet pages in some well known internet search engines. The three agencies, which were examined in detail, were selected from the representative sample with the help of criteria of own design. The writing and the outcomes of the analyses were consulted with professionals in form of informal interviews.

Results: Show us the typical strengths and weaknesses of the Czech agencies and the opportunities and threats of the Czech environment in the field of teambuilding. They also show possibilities how to utilize the possible opportunities for our advantage and how to avoid the threats.

Key words: brief history, term, agencies, supply of programs, competition